

ORDER



Orders
Order / Rev: 184427
Alt Order #:
Product Desc: Coffman for Congress
Estimate: 2673
Flight Dates: 10/23/12 - 10/29/12
Original Date / Rev: 08/15/12 / 08/15/12
Order Type: GENERAL

KMGH

Primary AE: David Lombardo
Sales Office: EWSDC
Sales Region: NAT

Agency Name: American Media Advocacy Group
Buying Contact:
Billing Contact:
 815 Slaters Lane
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Congress/Coffman (R)
Demographic: A25-54
Product Codes: PL3-US House Rep
Priority: P3
Revenue Codes: POL, POL, CAND

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	40	\$37,815.00	\$32,142.75
10/29/12	10/29/12	9	\$13,225.00	\$11,241.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	40	\$37,815.00	\$32,142.75	0.00
November 2012	9	\$13,225.00	\$11,241.25	0.00
Totals	49	\$51,040.00	\$43,384.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
David Lombardo			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KMGH	10/23/12	10/29/12	10P NEWS - M-F/SU 10P NEWS (M-F/SU)	CA	10P-1037P	11111--	:30	5	\$1,500.00	P3	0.00	NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	11111--			5		\$1,500.00		0.00				
N 2	KMGH	10/28/12	10/28/12	10P NEWS - M-F/SU 10P NEWS (M-F/SU)	CA	10P-1037P	-----1	:30	1	\$1,500.00	P3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	-----1			1		\$1,500.00		0.00				
N 3	KMGH	10/23/12	10/29/12	Nightline Nightline	CA	1037P-1103P	11-1---	:30	3	\$675.00	P3	0.00	NM	3	\$2,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	11-1---			3		\$675.00		0.00				
N 4	KMGH	10/28/12	10/28/12	SUN Sports Extra-KMGH 10P News Sunday Sports	CA	1037P-11p	-----1	:30	1	\$450.00	P3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	-----1			1		\$450.00		0.00				
N 5	KMGH	10/24/12	10/24/12	ABC Wed A ABC Wed A	CA	7P-8P	--W----	:30	1	\$3,450.00	P3	0.00	NM	1	\$3,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	--W----			1		\$3,450.00		0.00				
N 6	KMGH	10/23/12	10/23/12	ABC Tue A ABC Tue A	CA	7P-8P	-T-----	:30	1	\$5,000.00	P3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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Advertiser: Congress/Coffman (R)
 Product Desc: Coffman for Congress
 Estimate: 2673

KMGH

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	KMGH	10/23/12	10/23/12	ABC Tue A ABC Tue A	CA	7P-8P	-T-----	:30	1	\$5,000.00	P3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	-T-----		1				\$5,000.00		0.00			
N 7	KMGH	10/29/12	10/29/12	ABC Mon A Dancing With The Stars	CA	7P-9P	M-----	:30	1	\$6,000.00	P3	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	M-----		1				\$6,000.00		0.00			
N 8	KMGH	10/23/12	10/29/12	630-7P WHEEL (M-F) 630-7p WHEEL (M-F)	CA	630-7P	11-1---	:30	3	\$1,575.00	P3	0.00	NM	3	\$4,725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	11-1---		3				\$1,575.00		0.00			
N 9	KMGH	10/23/12	10/29/12	6p-630p JEOPARDY (M-F) 6P-630P JEOPARDY (M-F)	CA	6P-630P	11111--	:30	5	\$1,375.00	P3	0.00	NM	5	\$6,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	11111--		5				\$1,375.00		0.00			
N 10	KMGH	10/28/12	10/28/12	5pm News Sunday 5pm News Sun Local News	CA	5P-6P	-----2	:30	2	\$525.00	P3	0.00	NM	2	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	-----2		2				\$525.00		0.00			
N 11	KMGH	10/27/12	10/27/12	5-6p News Saturday 5pm News Saturday	CA	5P-6p	-----1-	:30	1	\$375.00	P3	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	-----1-		1				\$375.00		0.00			
N 12	KMGH	10/23/12	10/29/12	5-530P News M-F/KMGH 5-530P News	CA	5P-530P	11-1---	:30	3	\$750.00	P3	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	11-1---		3				\$750.00		0.00			
N 13	KMGH	10/23/12	10/29/12	11A-12P News/KMGH 11A-12P News	CA	11A-12P	11111--	:30	5	\$275.00	P3	0.00	NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	11111--		5				\$275.00		0.00			
N 14	KMGH	10/23/12	10/29/12	The View THE VIEW	CA	10A-11A	11111--	:30	5	\$450.00	P3	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	11111--		5				\$450.00		0.00			
N 15	KMGH	10/25/12	10/26/12	9a-930a Right This Minute 9a-930a Right This Minute	CA	9a-930a	---11--	:30	2	\$300.00	P3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	---11--		2				\$300.00		0.00			
N 16	KMGH	10/28/12	10/28/12	7A-8A SUN MORN NEWS 7A-8A SUN MORN NEWS	CA	7A-8A	-----1	:30	1	\$315.00	P3	0.00	NM	1	\$315.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	-----1		1				\$315.00		0.00			
N 17	KMGH	10/27/12	10/27/12	7-9a Sat Morning News 7-9a Sat Morning News	CA	7A-9A	-----1-	:30	1	\$300.00	P3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	-----1-		1				\$300.00		0.00			
N 18	KMGH	10/23/12	10/29/12	GMA M-F 7-9A / KMGH GMA M-F 7-9A	CA	7A-9A	11111--	:30	5	\$625.00	P3	0.00	NM	5	\$3,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	11111--		5				\$625.00		0.00			
N 19	KMGH	10/23/12	10/25/12	6-7A News M-F/KMGH 6-7A News	CA	6A-7A	-111---	:30	3	\$625.00	P3	0.00	NM	3	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	-111---		3				\$625.00		0.00			
													Totals	49	\$51,040.00